

pedder | NEW
HOMES

DEVELOPING PROPERTY
INTO **HOMES**

01

Welcome

We are a market-leader in providing sales, lettings and marketing services for new homes in SE London and the home counties.

Either acting as an outsourced sales and marketing department, or working directly with our clients' existing setup, we have an enviable track record in delivering sales and maximising gross development value across private, shared-ownership and mixed use property developments.

**THIS BROCHURE IS A SHORT
INTRODUCTION TO THE
STRUCTURE, PROCESS AND
PEOPLE BEHIND OUR COMPANY.**



Imperial Court
A Featherstone
Homes development



Alex Pedder BA Hons MNAEA MARLA
Chief Executive

Having left Nottingham University Business School, Alex joined the Wates Group on a graduate programme. He moved to this estate agency business setting up a highly successful Land and New Homes department specialising in the disposal of development opportunities and the sale of new homes. Alex then took a more involved role in the development of the company progressing to Director level and on to Chief Executive. In this role he has executed a substantial change programme across the organisation optimising the structure, marketing and operational practices of the business creating an attractive, profitable and progressive company.



Harry Millington MRICS
Development Director

Harry is a Chartered Development & Planning Surveyor and handles the day to day running of the Development Consultancy business across both the land and new homes departments. He manages key client accounts providing strategic advice at each stage of the development process, from site identification, feasibility and acquisition, planning and scheme optimisation, through to marketing strategy and sale. Prior to becoming director, Harry focused his attention on finding and acquiring lucrative opportunities for our clients both with and without planning across the South London Boroughs. Outside of work Harry enjoys playing sports, especially hockey, golf and during the winter months, skiing.

02 Who are we?

Pedder is a family owned and run property services company based in London. The group has a spread of complimentary operating companies serving different sectors within the property industry.

**THE SPECIALIST NEW HOMES
DEPARTMENT PROVIDES AN ALL-
ENCOMPASSING SALES, MARKETING
AND BRANDING SERVICE FOR OUR
DEVELOPER CLIENTS, AND WE
PRIDE OURSELVES ON BRINGING
ONLY THE HIGHEST QUALITY NEW
BUILD SCHEMES TO THE MARKET.**

03

The Team

New Homes Sales and Marketing

The specialist New Homes Department provides an all-encompassing sales, marketing and branding service for our developer clients, and we pride ourselves on bringing only the highest quality new build schemes to the market.

We are able to offer purchasers market leading advice through our dedicated new homes mortgage brokers. Please search through our current schemes on our website that are now available for purchase and also at our previous schemes that have now sold.

On-Site Sales Teams

We are experts at staffing and managing on-site sales teams for larger new homes schemes. As part of service, we employ dedicated on-site sales staff based within the marketing suite.

New Homes Block Letting Services

We are positioned to assist our clients' PRS portfolios with our New Homes department handling the lettings of new units aided by our network of local offices and expert property management team.

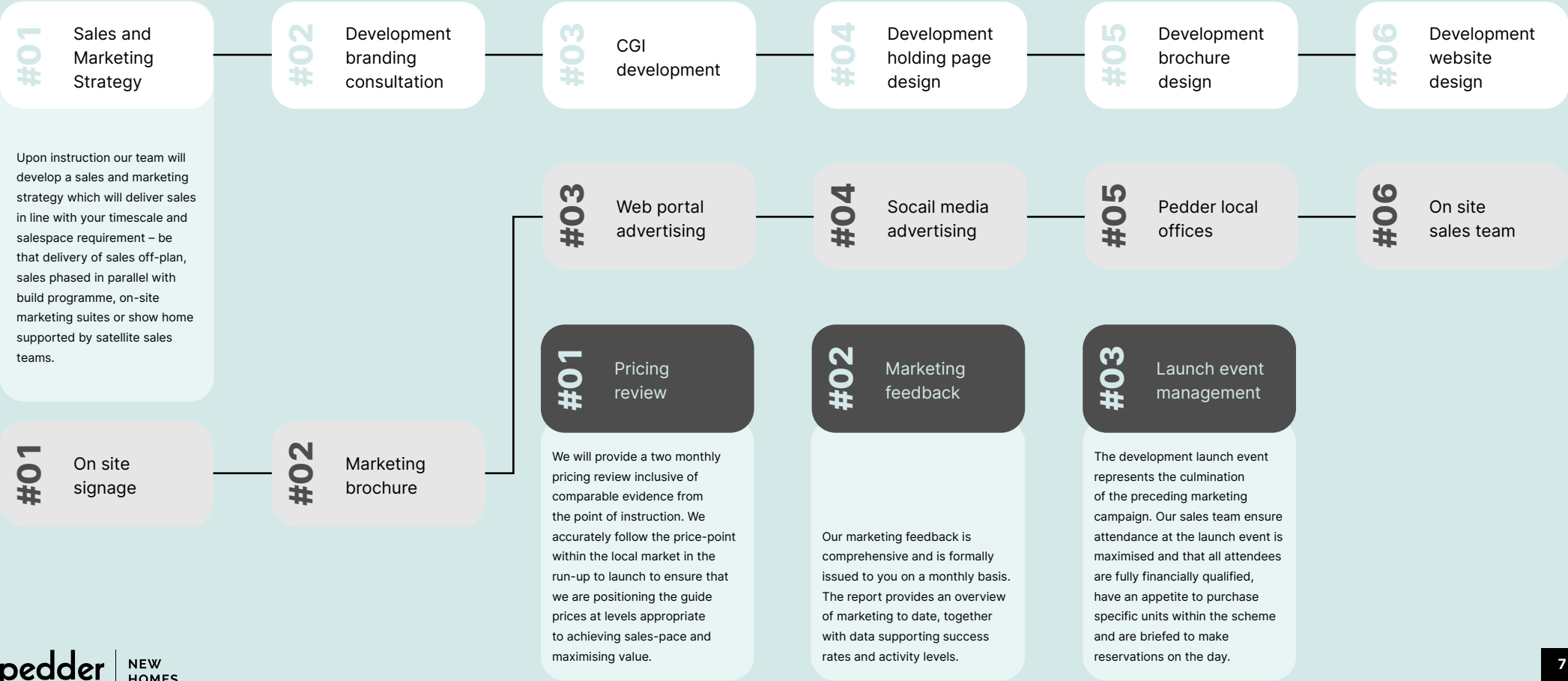


Alma Place
A development in
Crystal place

04 Sales & marketing process

We have a stress-tested and exhaustive approach to the sales process that is based on our experience in successfully bringing new homes to market. Here is an overview of how we operate the sales process.

- Preparation
- Routes
- Consultation



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CGI development

Our advertising campaign is likely to be image-led. It is important to have a selection of imagery to reflect the offer prior to construction. Development of CGI imagery at an early stage in the marketing process allows us to highlight key selling features within the scheme via the site hoarding imagery and subsequent marketing collateral.

The Bloc
A ultra-modern
development in Peckham



Park 46

An example of the
printed marketing collateral



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Marketing & design

Upon instruction our team will develop a sales and marketing strategy which will deliver sales in line with your timescale and salespace requirement – be that delivery of sales off-plan, sales phased in parallel with build programme, on-site marketing suites or show home supported by satellite sales teams.

Design & identity

Our design team will work with you to create the brand ID for the development.

Signage

The focus of this early-stage position us to drive traffic towards the development web holding page. It is likely that we will include CGI of the finished development exterior or interior.

Brochure

The brochure provides a show-case for the development at a stage in the sales and marketing process where a show unit or sales and marketing suite may not yet be delivered. The content will provide prospective purchasers with technical details relating to the scheme specification and floor plans demonstrating unit configuration and layouts.

Micro-site

A fully digital and shareable experience highlighting prospective purchasers with technical details relating to the scheme specification and floor plans demonstrating unit configuration and layouts.

Target audience

Web portals

We use insight-led performance reviews on all of our platforms. Extensive research has shown that our purchasers primarily use our pedderproperty.com to finalise their property search; making it the place for motivated and committed buyers a in South East London. Our website is supported by the biggest and best UK property portal Rightmove, the UK's number one property website.

Social

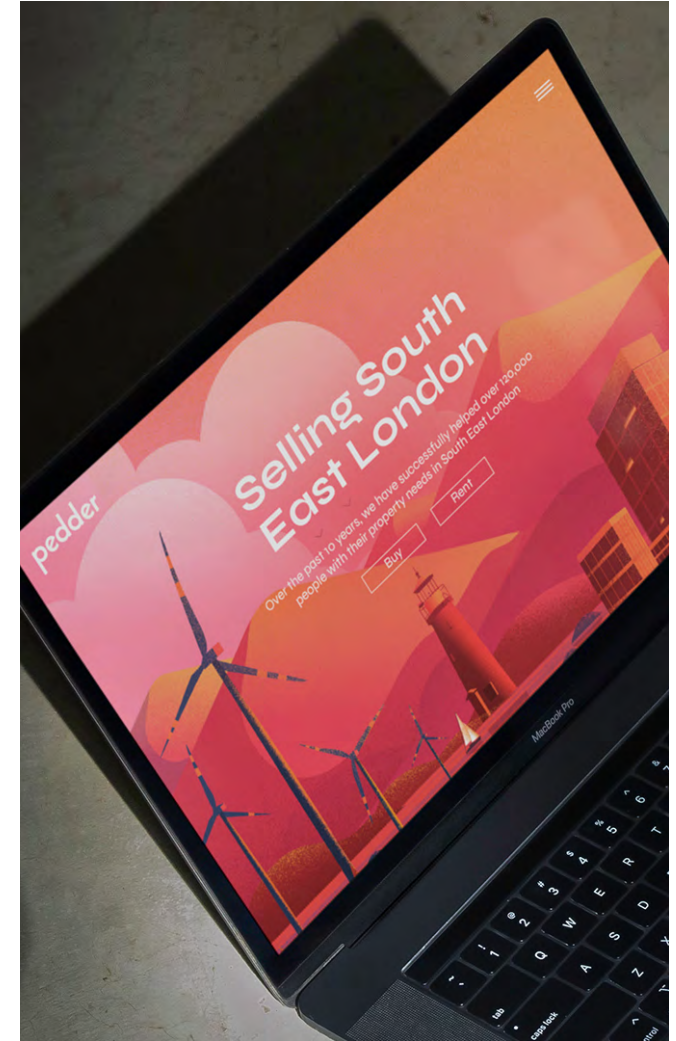
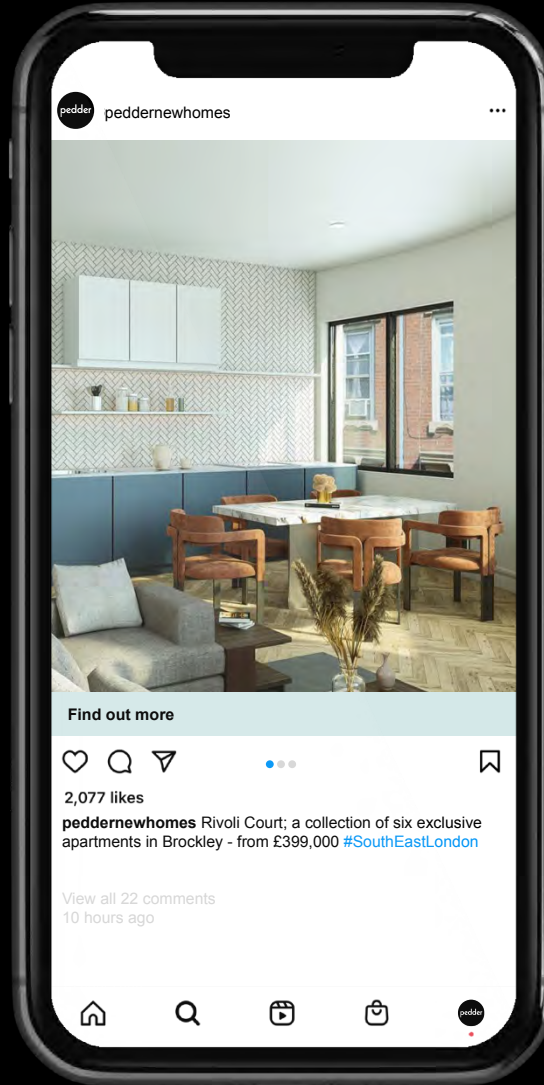
Our dynamic social media strategy ensures your property is seen by the right audience at the right time. Using insights and performance for paid campaigns.

Direct sales network

Our nine offices across South East London give us an advantage in exchanging the right buyers databases and details for the right New Home.

Digital AD space

Our offices are complete with dynamic, real-time digital AD spaces engaging local traffic. All New Homes get featured with dynamic content and call to actions.



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Case study: Grampian Park

A modern development set among leafy surroundings. Grampian Park is comprised of eight high-end flats and a 4-bedroom house, impeccably finished and ideally situated.





Client: Hambridge Homes

Location: Purley Way

Summary:

The developer, Hambridge Homes, is well-known for delivering properties of superb build-quality and architectural design. Each dwelling will feature high-spec appliances, smart home capabilities and aesthetic attention to detail.

“The Pedder Land and New Homes teams are involved from the early stages of site identification and acquisition through to the final handover of keys. The land team have sourced successive off-market opportunities in what is a very competitive purchasing environment.

The new homes team provide a professional service, accurate pricing and continually add value to our developments.

The graphic design, PR, launch days and feedback have been market leading and have enabled us to surpass our expectations on GDV and sales pace.”

Michael Overton,
Chairman,
Hambridge Group



08

Case study: Imperial Court

Imperial Court offers modern living in the heart of a thriving London community. The large, floor-to-ceiling windows flood each property with natural light whilst the contemporary design and high-spec finish provide a space to be proud of.





Client: Featherstone Homes

Location: Streatham, CR4

Summary:

Imperial Court is a unique collection of high-end studio to three-bedroom apartments. Located within a stone's throw of numerous South London transport links, the development offers modern living, excellent amenities and undercroft parking.

"We have worked with Pedder Development Consultancy on several projects now and the team have always provided accurate, honest advice and do not shy away from providing feedback on the true market conditions. More recently they have sold our units in an extremely challenging market and we are looking forward to working more with them in the future."

Rowan Stewart

Land Director

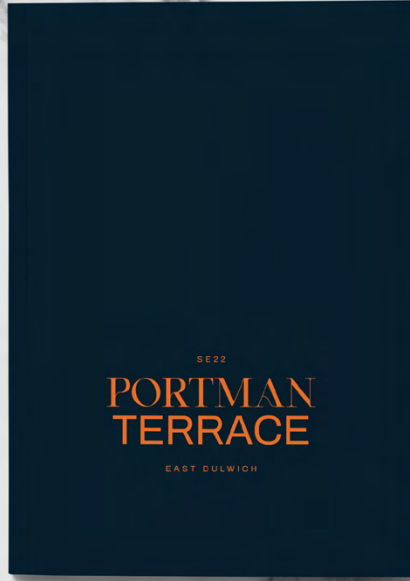
Featherstone Homes

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Case study: Portman Terrace

Nestled between Dulwich Village and Peckham Rye Park, Portman Terrace is a brand new luxury boutique development in East Dulwich.





Client: Lanbury Group
Location: East Dulwich

Summary:

Portman Terrace consists of three 3-bed tall elegant townhouses and two flats all with full width sliding doors to private gardens, and stunning south facing roof terraces, large enough for entertaining and watching the sun set over leafy Dulwich.

“We have worked with Pedder Development Consultancy for the last 8 years now and have always found their service to be of the highest professional standards. More recently, we have worked with the New Homes team to sell our luxury scheme in East Dulwich. Not only did they produce all the marketing materials, but they were able to recommend an interior designer to help highlight and differentiate our homes from the competition. This resulted in our development achieving record prices in the area and we couldn’t have been happier with the result.”

Ben Kelly,
Managing Director,
Lanbury Group

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Experienced & trusted

Pedder is a family-owned, family run estate agency and property services company. We have been in business since 1978.

Integrity

We are committed to providing the best quality service we can in an honest and open way. We endeavour to uphold candid and long-lasting relationships with every client and we invite to feedback on our service which we publicise. We strive to provide as much market feedback as possible to our clients empowering them to make informed decisions. We are subject to scrutiny by all professional bodies.

Corporate Responsibility

We take our role in the local and wider community very seriously and try to make sure we give something back whenever possible. We have contributed over £100,000 to local causes in the past five years, and raise money for local enterprises including schools, sports teams, art galleries and community activities.

We have a life partnership with Cancer Research UK. The funds we raise are directed to specific hospices and hospitals dealing with Cancer care throughout the South East.



Doulton Park
A development on leafy
Auckland Hill in West Norwood

Trundleys Road
Land deal acquired
for a client.



10 Development Consultancy

We have excellent relationships with highly successful architects & planning consultants and offer premium development consultancy services ranging from running our client's planning applications from the outset to full consent, or providing advice on pricing or unit layouts.

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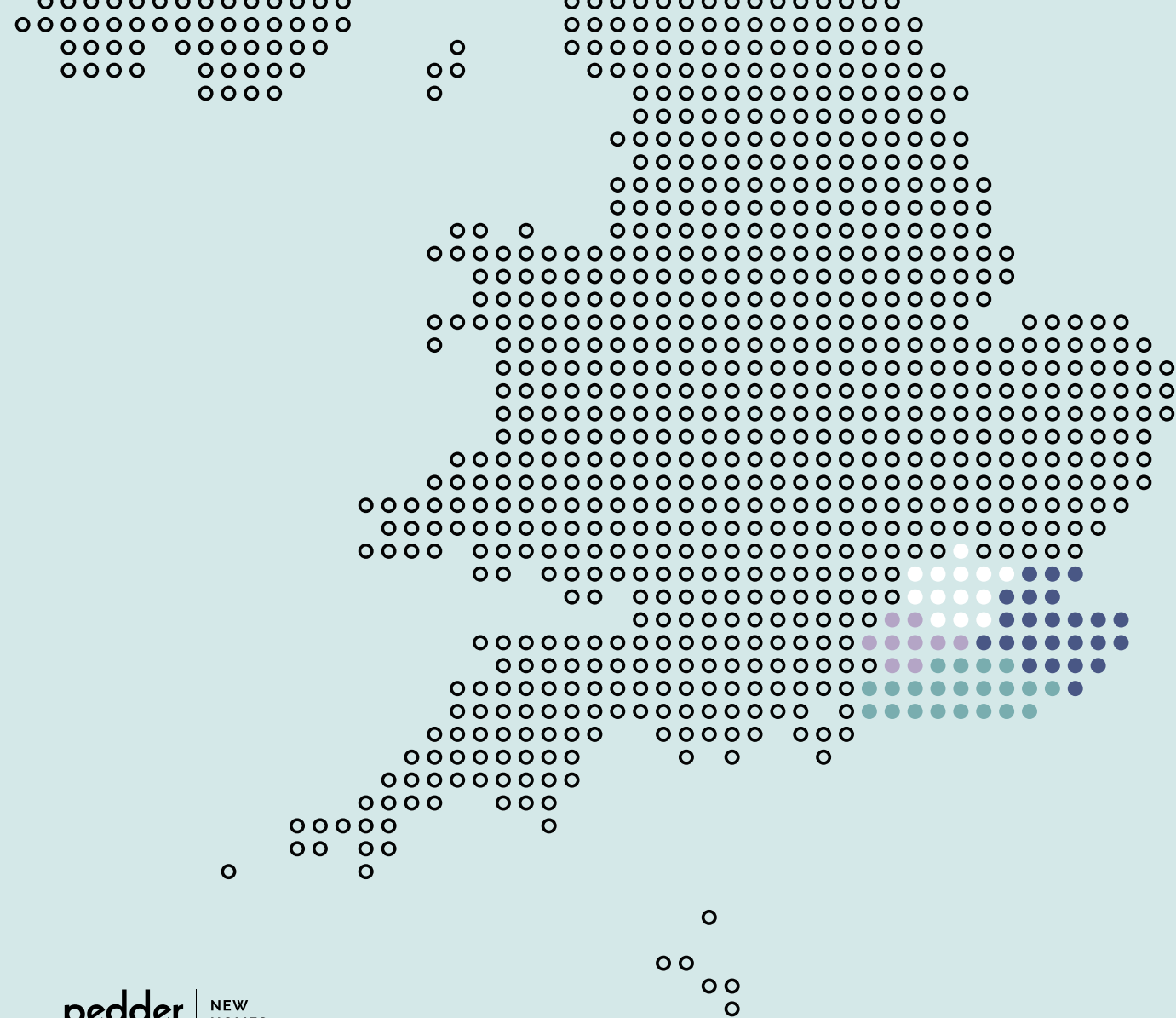
Land Agency and Consultancy

Our Land Agency team specialise in both sales and acquisitions of development sites of varying sizes, ranging from 1-200+ units across South London and into the home counties. We have a strong history of unlocking the potential value within family owned commercial premises, whether it being an unconditional, conditional or joint venture transactions.

**WE ENSURE THAT THE VALUE OF
OUR CLIENTS' ASSET IS MAXIMISED
WHILST PROVIDING PROFESSIONAL
ADVICE ON BEST TERMS FOR
DISPOSAL**

We ensure that the value of our clients' asset is maximised whilst providing professional advice on best terms for disposal, managing transactions from through to legal completion. We also have an investment agency who advise on the asset management and portfolio strategy for both private and corporate clients.





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Where we operate

We have expanded – our same New Home services are now also in Surrey, Sussex & Kent.

London
Surrey
Sussex
Kent

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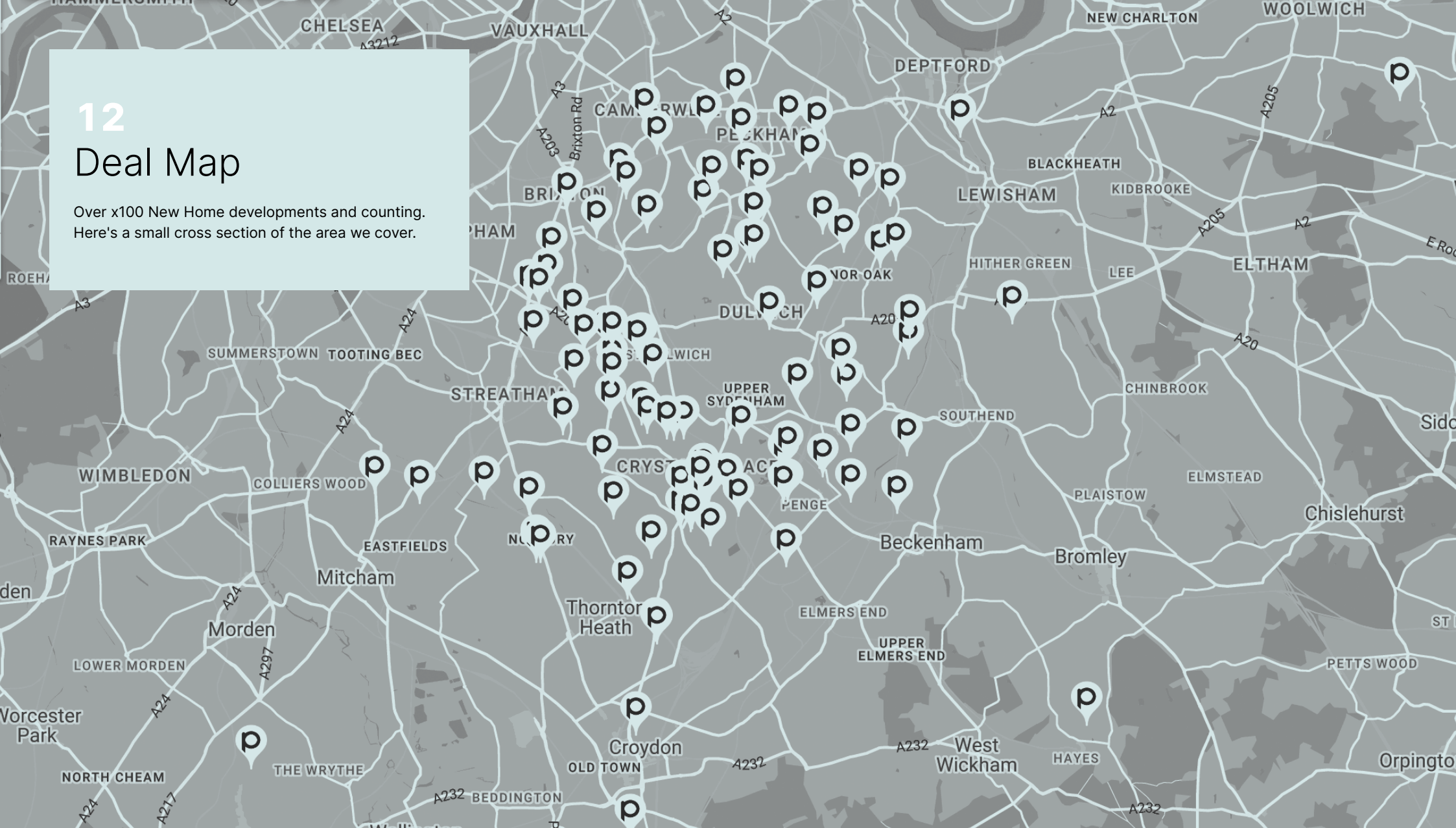
Deal Map

Over x100 New Home developments and counting.
Here's a small cross section of the area we cover.

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Deal Map

Over x100 New Home developments and counting.
Here's a small cross section of the area we cover.



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Got a project?

Get in touch to discuss new land opportunities, our consultancy services or if you want to know how we can assist you with your new homes schemes.

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-  New Homes
-  Land Agency
-  Commercial Agency
-  Chartered Surveyors

New Homes is part of The Pedder Group

